



# Report of Methods

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**Pennsylvania State Historic Preservation Office**

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**PennState**  
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## INTRODUCTION

The Lion Poll is an omnibus survey conducted by the Center for Survey Research (CSR) at Penn State Harrisburg. A total of 1,045 self-administered web surveys were completed by adult Pennsylvanians between March 6 and April 2, 2023. The Lion Poll used a quota-based invitation system to produce a final dataset that is representative of Pennsylvania's population by region and, separately, by age/gender combined categories. Project activity was directed by Tim Servinsky, Project Manager at the Center for Survey Research at Penn State Harrisburg.

The purpose of the Lion Poll is to provide timely and accurate data to agencies, organizations, and researchers with statewide interests and responsibilities. Sponsors of CSR's omnibus polls have used their results to track public policy issues; measure general attitudes, awareness, and knowledge of their organizations; and measure satisfaction with organizational services and performance.

### Data Analysis Notes

The following notes should be taken into account when reviewing the final dataset:

1. Data are not weighted; however, the final dataset is representative of Pennsylvania's population by region and, separately, by age/gender combined categories.
2. Percentages may not total to 100% due to the exclusion of 'Don't know' responses.
3. See Appendix A of the report for a map and list of the Lion Poll regions.
4. See Appendix B for the sponsored survey questions and standard demographics that were used in data collection.

## METHODOLOGY

### Instrument Development

During January and February 2023, the CSR project team worked in consultation with the various Lion Poll sponsors to develop and refine survey questions for use in data collection.

The instrument was programmed using Qualtrics web survey software. Qualtrics' online survey platform allows for complex question patterns and automatic skipping when appropriate to create a seamless flow from one question to the next for respondents.

### Respondent Recruitment

CSR utilized Marketing Systems Group (MSG) of Horsham, Pennsylvania to recruit respondents who had previously signed up to participate in a variety of web survey panels in exchange for nominal compensation. These web survey panels were constructed utilizing a double opt-in recruitment technique. In a double opt-in system, the potential respondents provide their email address to indicate interest in participating in the panel. An automated email is then sent to the email address provided to ensure that the owner of the email address is aware of the intended use. Once the email owner confirms their interest in participating, the individual becomes part of the panel. After providing information on a wide variety of demographic topics to establish a panelist profile, the panelist is eligible to participate in future surveys. A double opt-in system guarantees that all respondents have provided explicit consent to be contacted for marketing and/or research purposes in compliance with all applicable federal laws.

MSG's panel partners sent emails to potential respondents that included a customized link with a respondent identifier. This link took the potential respondent directly to the web survey programmed in CSR's Qualtrics account. Upon successful completion of the survey, CSR re-directed the respondent to the appropriate panel provider via a customized link that included the unique respondent identifier. As a result of this setup, only members of the CSR project team had access to the survey results and CSR never had access to any personally identifiable information of any of the survey respondents.

## Response Quality

Regular panel maintenance was performed to ensure that high-quality respondents were being utilized in the Lion Poll. First, answers to demographic questions were periodically checked to make sure that they matched with the initial panel profile established by respondents. CSR also asked screening questions in such a way that the potential respondents did not know what characteristics were required for participation. Since panelists are paid for their participation, this decreases the chance of the respondent fabricating answers to gain access to the study.

CSR also embedded attention check questions and straight-lining checks into the Lion Poll to confirm that respondents were carefully reading and responding to questions. Straight-lining is when a respondent answers all questions in a series in the same way. To check for this, one item was included in a question series in two different ways: once with positive wording and once with negative wording. If a respondent is carefully reading the questions, they will answer these questions in contrasting ways. If a respondent participated in straight-lining or answered an attention check question incorrectly, their survey was immediately terminated, and their response was removed from the final dataset. In addition, CSR identifies these responses as “low-quality,” and panelists are excluded from participation in future surveys after three low-quality responses. The final dataset was also checked for duplicate responses using key demographic indicators and open-ended question responses. Finally, CSR reviewed responses for other quality measures, such as survey duration (outlying surveys that were completed very quickly were removed), and applicability of open-ended responses to prevent automated (bot) responses from being included in the final dataset.

## Sample Representation

Potential panel respondents were invited from the universe of all available panelists on the basis of the Pennsylvania county, age, and gender indicated in their panelist profile. These questions were also asked as screener questions at the beginning of the survey to confirm that respondents matched expected profiles and were qualified to participate in the survey.

To ensure that the results of the Lion Poll were not biased toward any particular location, age, or gender, CSR programmed quotas into the Qualtrics web survey platform to guarantee that the final dataset would be representative of Pennsylvania’s known population by region and, separately, by age/gender combined categories. Region quotas were developed by totaling Pennsylvania’s

population by county and then determining what proportion of the state’s residents lived in the counties represented by each region.

Tables 1 and 2 display the proportions of respondents in the final dataset by age/gender category and by region. The data source used to establish quotas was the July 1, 2021 State Population Estimates, U.S. Census Bureau, Population Division. Since the final dataset was representative of Pennsylvania’s population by age, gender, and region, weighting was not needed for these groups. For a map and list of the Lion Poll’s regions by county, please see Appendix A.

**Table 1. Final Responses by Age and Gender**

	Interviewed	Census %
<b>Man</b>		
18-34 years	145	13.9%
35-64 years	254	24.3%
65 years and over	111	10.6%
<b>Woman</b>		
18-34 years	142	13.6%
35-64 years	254	24.3%
65 years and over	139	13.3%

**Table 2. Final Responses by Region**

	Interviewed	Census %
<b>Northern</b>	72	6.9%
<b>Central</b>	95	9.1%
<b>Northeast</b>	173	16.6%
<b>Southwest</b>	212	20.3%
<b>South Central</b>	159	15.2%
<b>Southeast</b>	334	32.0%

It should be noted that respondents were not selected from the general population at random; rather, only adults who opted to participate in a paid web survey panel were included in the sampling frame. In addition, as with all public opinion surveys, the results are representative only of those who chose to participate. As a result, certain biases exist that might prevent a direct comparison to Pennsylvania’s general population. Namely, results may be biased against those who are less likely to participate in web survey panels (sample frame bias) and those panelists who chose to not participate in this survey (non-response bias). In addition, although respondents who do not have access to the

internet at home are less likely to sign up for web survey panels, they are not excluded from participating and may do so through the use of public internet access, mobile phones, or internet at their place of employment. Finally, respondents received a small incentive to participate, although this is considered to be negligible in terms of overall survey bias.

To minimize these potential biases, key demographic responses were monitored and compared to Census data to ensure that the final sample was reflective of characteristics that are known to potentially bias responses. Rigorous efforts were employed to ensure that the characteristics of the respondents in the final dataset are representative of Pennsylvania's diverse population, despite the non-probability-based sampling method employed. Although the Lion Poll is considered to be a non-probability-based sampling method, the quotas utilized resulted in a final dataset that is representative of Pennsylvania's population by region, age, and gender.

### **Data Collection**

Surveys were self-administered through Qualtrics Online Survey Platform. As mentioned previously, rigorous strategies were employed to ensure high-quality survey responses from trusted panelists. A 'soft launch' was performed where a working draft of the survey instrument was pre-tested with a small sample of respondents before full survey distribution began. The pre-test process ensured that the skipping patterns of the programmed survey instrument were functioning as intended. Pre-testing also increases the likelihood that the questions provide accurate data while decreasing the likelihood of collecting unusable data; therefore, it is an integral component of questionnaire design. The pre-test findings were reviewed, found to be error-free, and incorporated into the final dataset.

Survey responses were collected through CSR's Qualtrics web survey account between March 6 and April 2, 2023. Waves of survey invitations were sent by Marketing Systems Group's panel partners to potential survey respondents based on panelists' profile characteristics and the remaining region and age/gender quota needs. Respondents who indicated that they were at least 18 years of age and lived in Pennsylvania were deemed eligible to participate. Survey collection ended when CSR received 1,045 responses.

## Data Preparation and Analysis Notes

All survey data were recorded in Qualtrics and stored on a secure server that required two-factor authentication for access. Data were then extracted from Qualtrics into Statistical Package for the Social Sciences (SPSS) software to process and document the dataset. Blank and duplicate records were removed, and data were verified for accuracy of variable coding by running frequency distributions to check for out-of-range values. Finally, verbatim text was edited for clarity. All final data were reviewed by the senior staff of the Institute of State and Regional Affairs. A final survey dataset was created in SPSS for Windows version 28.0.

The following notes should be taken into account when reviewing the final dataset:

1. Data are not weighted; however, the final dataset is representative of Pennsylvania's population by region and, separately, by age/gender combined categories.
2. Percentages may not total to 100% due to the exclusion of 'Don't know' responses.
3. See Appendix A of the report for a map and list of the Lion Poll regions.
4. See Appendix B for the sponsored survey questions and standard demographics that were used in data collection.



## PROJECT STATISTICS

The final dataset includes responses from 1,045 adult Pennsylvania residents. The average length of a completed survey was approximately 18.5 minutes. A total of 60,760 different panelists were invited to participate in the survey during the data collection period. The survey's participation rate was calculated using the American Association of Public Opinion Research's (AAPOR) Response Rate 3 (RR3) formula. RR3 is obtained by dividing the number of completed interviews by the sum of the numbers of completed interviews, partially completed interviews, refusals, and non-contacts. The participation rate is then adjusted by estimating the proportion of cases of unknown eligibility based on the known proportion of eligible cases of all cases for which eligibility was determined. This is a conservative estimate that ultimately underestimates the true participation rate. AAPOR sets an industry standard for consistent reporting among survey researchers. For more information, see AAPOR's "Standard Definitions report" at <https://aapor.org/standards-and-ethics/standard-definitions/>.

**The final survey participation rate was 2.5%.** It should be noted that this rate estimates for eligibility based on eligibility screening criteria (i.e., age and geography) and the utilization of quotas. The rate does not estimate eligibility based on the validity of a respondent's email address; therefore, the functional participation rate is higher than the reported rate. The participation rate is largely influenced by the quotas employed to ensure that the final dataset is representative of Pennsylvanians by age and gender category and, separately, by region. The reduced need for weighting ultimately improves the precision of the survey estimates, and participation rate is considered to be less relevant in assessing the quality of non-probability surveys.

### Margin of Error

The margin of error for this survey is +/- 3.0 percentage points with the conventional 95% degree of desired confidence. This means that in a sample of 1,000 respondents where the distribution of responses is within the vicinity of 50%, there is a 95% chance that if the survey were repeated, the results would not differ from the survey findings by more than 3.0 percentage points. A more extreme distribution of question responses has a smaller error range. Suppose that 80% of the respondents answer "Yes" and 20% answer "No;" then the sampling error in this case is 2.4 percentage points. That is, each percentage has a sampling error of +/- 2.4 percentage points.

## DEMOGRAPHIC PROFILE OF SURVEY RESPONDENTS

The following table shows the frequencies and percentages of survey respondents by key demographic characteristics.

**Table 3. Demographic Profile of Respondents<sup>1</sup>**

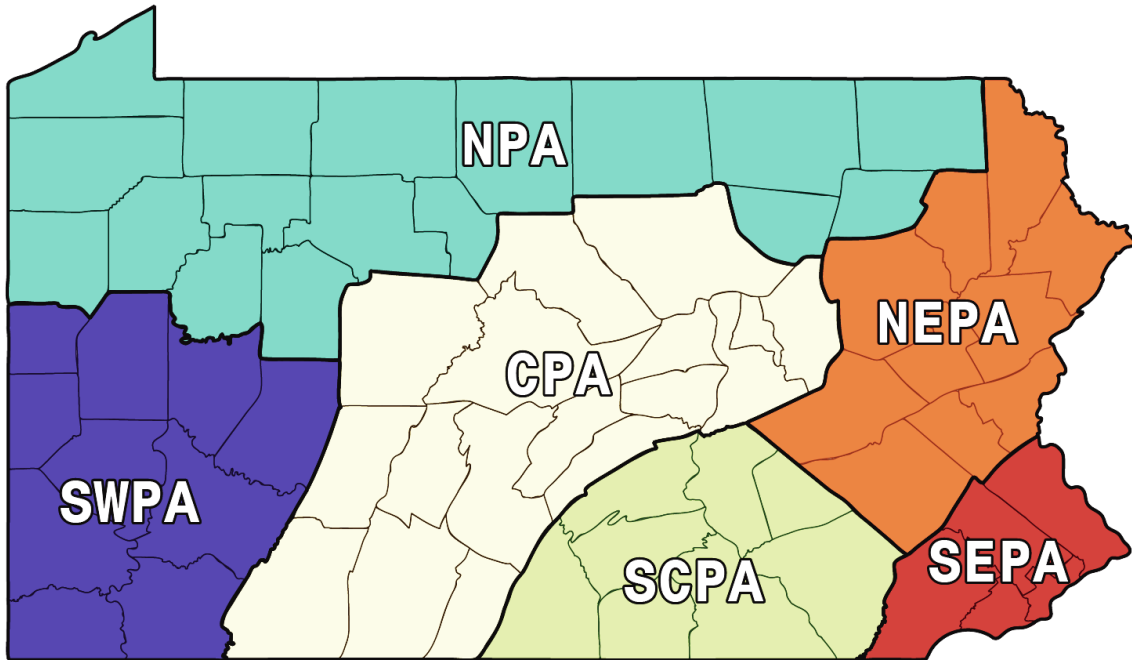
		Number	Percent
<b>Gender</b>			
	Man	510	48.8%
	Woman	535	51.2%
	Cisgender (sex and gender are the same)	1,037	99.2%
	Not cisgender	8	0.8%
<b>Age Category</b>			
	18-34 years	287	27.5%
	35-64 years	508	48.6%
	65 years of age or older	250	23.9%
<b>Race/Ethnicity</b>			
	Hispanic	50	4.8%
	White, non-Hispanic	867	83.0%
	Black - African American, non-Hispanic	78	7.5%
	Some other race (includes 2+ races), non-Hispanic	49	4.7%
<b>Marital Status</b>			
	Single / Never married	317	30.4%
	Married / Living with partner	535	51.3%
	Widowed / Divorced / Separated	191	18.3%
<b>Educational Attainment</b>			
	High school diploma/GED or less	308	29.5%
	Some college (including 2-year/technical degree)	365	35.0%
	Four-year college degree	238	22.8%
	Graduate work	133	12.7%
<b>Household Income</b>			
	Less than \$25,000	188	18.7%
	\$25,000 to \$49,999	253	25.2%
	\$50,000 to \$74,999	218	21.7%
	\$75,000 to \$99,999	141	14.1%
	\$100,000 or more	203	20.2%
<b>Federal Poverty Level (FPL) Status</b>			
	At or below 100% of FPL	161	16.1%
	At or below 150% of FPL	270	26.9%
	At or below 200% of FPL	389	38.8%

<sup>1</sup> Numbers may not add up to 1,045 due to rounding and the exclusion of “don’t know” responses.

**Table 3 (Continued). Demographic Profile of Respondents**

	Number	Percent
<b>Employment Status</b>		
Employed (full-time, part-time, self-employed)	539	51.6%
Out of work and looking for work	78	7.5%
Other (not looking for work, homemaker, student, military, retired, disabled)	427	40.9%
<b>Region</b>		
Northern	72	6.9%
Central	95	9.1%
Northeast	173	16.6%
Southwest	212	20.3%
South Central	159	15.2%
Southeast	334	32.0%
<b>Zip Code Density</b>		
Urban	498	47.7%
Mixed	66	6.3%
Rural	481	46.0%
<b>Veteran Status</b>		
Veteran	79	7.6%
Not a veteran	965	92.4%
<b>Voter Registration</b>		
Registered to vote	887	85.8%
Not registered to vote	147	14.2%
<b>Political Affiliation</b>		
Republican	320	36.6%
Democrat	415	47.5%
Other (inc. Independent, Libertarian, & No Affiliation)	139	15.9%
<b>Political Ideology</b>		
Conservative	313	31.6%
Moderate	386	39.0%
Liberal	292	29.5%
<b>Sexual Orientation</b>		
Straight / Heterosexual	947	91.1%
Not Straight / Heterosexual	92	8.9%
<b>Child Status</b>		
Minor children living in household	291	27.8%
No minor children living in household	754	72.2%
<b>Household Size</b>		
Total household size	<b>Mean</b> 2.63	
Number of adults living in household	2.15	
Number of minor children living in household	0.48	

**APPENDIX A – MAP AND LIST OF SURVEY REGIONS**



Northern			Central			Northeast			Southwest			South Central			Southeast		
Bradford	Bedford	Berks				Allegheny	Adams	Bucks									
Cameron	Blair	Carbon				Armstrong	Cumberland	Chester									
Clarion	Cambria	Lackawanna				Beaver	Dauphin	Delaware									
Crawford	Centre	Lehigh				Butler	Franklin	Montgomery									
Elk	Clearfield	Luzerne				Fayette	Lancaster	Philadelphia									
Erie	Clinton	Monroe				Greene	Lebanon										
Forest	Columbia	Northampton				Indiana	Perry										
Jefferson	Fulton	Pike				Lawrence	York										
McKean	Huntingdon	Schuylkill				Washington											
Mercer	Juniata	Wayne				Westmoreland											
Potter	Lycoming																
Sullivan	Mifflin																
Susquehanna	Montour																
Tioga	Northumberland																
Venango	Snyder																
Warren	Somerset																
Wyoming	Union																

## APPENDIX B – SURVEY INSTRUMENT

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### **Intro.**

You are invited to participate in a survey that is being conducted by the Center for Survey Research at Penn State Harrisburg.

Please click ">>" to tell us a bit about yourself.

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### **State.** In what state do you live?

- Connecticut (1)
  - Delaware (2)
  - Maryland (3)
  - New Jersey (4)
  - New York (5)
  - Ohio (6)
  - Pennsylvania (7)
  - Virginia (8)
  - Some other state (9)
- 

### **County.** In what county do you live?

- I do not live in Pennsylvania (777)
- I don't know what county I live in (888)
- List of Pennsylvania counties (1 → 133, FIPS codes)

### **Zip.** What is your zip code?

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**Sex.** Were you born male or female?

- Male (1)
- Female (2)

**Gender\_Initial.** Do you describe yourself as a man, a woman, or in some other way?

- Man (1)
- Woman (2)
- Some other way (3)
- Don't know / Not sure (9)

*Ask if [Sex=Male AND Gender\_Initial=Female] OR [Sex=Female AND Gender\_Initial=Man]*

**Gender\_Confirm.** Just to confirm, you were assigned <SEX> at birth and now describe yourself as <GENDER\_INITIAL>. Is that correct?

- Yes (1) - Continue
- No (2) - Return to Sex

*Ask if [Gender = Some other way] OR [Sex=Male and Gender=Woman] OR [Sex=Female and Gender=Man]*

**Gender\_Other.** How do you describe yourself?

- Trans man / Transgender male / Female-to-Male (FTM) (1)
- Trans woman / Transgender female / Male-to-Female (MTF) (2)
- Nonbinary / Gender fluid / Genderqueer / Neither exclusively male nor female (3)
- Something not listed, please specify: \_\_\_\_\_ (4)
- Don't know / Not sure (9)

**Age.** What is your age? \_\_\_\_\_

*Programming Note: If the respondent lives in Pennsylvania, provides their county, provides a valid Pennsylvania zip code, and is 18 years of age or older, they proceed to the survey. Otherwise, they are not eligible.*

**Inform.** Thank you for that information. You are eligible to participate in the survey. Please read the following information carefully and indicate whether you agree to participate in the survey below.

Your participation is voluntary, and the survey takes about 15 minutes. All of your answers will remain confidential. No one on the research team has access to your personal information. You have the right to end the survey at any time. If you have any questions about the survey, please feel free to contact the Center for Survey Research at PSU surveys@psu.edu. Your voluntary participation indicates your consent to participate in this research. Are you willing to participate?

- Yes, I am willing to participate (1) → Continue to survey
- No, I am not willing to participate (2) → End survey
- Don't know / Not sure (9) → End survey

**T\_History.** The next questions ask about Pennsylvania history and historic places.

**PA\_Imp.** How important do you think it is for Pennsylvanians to have a well-rounded knowledge of Pennsylvania history?

- Extremely important (5)
- Very important (4)
- Moderately important (3)
- Not very important (2)
- Not important at all (1)

**Historic\_Meaning.** When you hear that a place is historic, which of the following come to mind?

- Places related to a person who has made an important contribution to society, like their house, factory, company, workshop, or studio (1)
- Places related to events, concepts, or things that had an important impact on society (2)
- Places designed by a famous architect or that look important or have an unusual appearance (3)
- Places where there may be archaeological sites (4)
- None of these (0)
- Don't know / Not sure (9)

**His\_Contribution.** Thinking about how you answered the previous question, which of the following are the **most important contributions** you think historic places make to your community or region?

**Select up to two.**

- They help sustain my community through heritage tourism (1)
- They provide unique economic development opportunities (2)
- They help teach and remind us about the past (3)
- They protect Pennsylvania's unique stories and heritage for future generations (4)
- They encourage sustainable, walkable, 'green' communities (5)
- They improve the beauty and quality of life of my community (6)
- They are a big part of our community/regional identity (7)
- Not sure / I haven't really thought about it before (9)
- None of these / I don't think they make valuable contributions (0)



**His\_Place\_Imp.** Which of the following best describes how you feel about historic places?

Historic places include older buildings, archaeological sites, neighborhoods, bridges, landscapes, cemeteries, etc.

- All types of historic places are important (4)
- Most types of historic places are important (3)
- Only a few types of historic places are important (2)
- Historic places are not important (1)
- Not sure / I have not thought about it before (9)

**His\_Place\_Und.** Please indicate your level of agreement with the following statement:

Historic places help people to better understand and appreciate Pennsylvania's history.

- Strongly agree (4)
- Somewhat agree (3)
- Somewhat disagree (2)
- Strongly disagree (1)
- Don't know / Not sure (9)

**Structure\_Preserve.** Which of the following types of **historic structures** do you think should be preserved in Pennsylvania?

- Religious buildings (1)
- Educational institutions (2)
- Medical and science buildings (3)
- Transportation infrastructure like roads, bridges, railroads, stations, etc. (4)
- Commercial buildings like stores, restaurants, hotels, etc. (5)
- Industrial places like factories, furnaces, etc. (6)
- Public buildings like courthouses, state houses, and federal buildings (7)
- None of these (0)
- Don't know / Not sure (9)

**Build\_Reuse.** Which of the following is closest to how you think historic buildings should be reused?

- They should be reused, no matter what (4)
- They should be reused only if it makes sense for the new use (3)
- They should be replaced if maintaining the building is too expensive for the property owner (2)
- They should be reused or replaced, depending on whichever is less expensive (1)
- Don't know / Not sure (9)

**Places\_Preserve.** Which of the following types of **historic places** do you think should be preserved in Pennsylvania?

- Cemeteries and burial places (1)
- Farms and agricultural landscapes (fields, orchards, etc.) (2)
- Residential neighborhoods (3)
- Locations where an important event happened, even if there is no building there (battlefields, etc.) (4)
- Recreational places like parks, amusement parks, swimming pools, etc. (5)
- Archaeological sites related to Native American history (6)
- Archaeological sites related to early European/American history (7)
- None of these (0)
- Don't know / Not sure (9)

**Pres\_Thought.** What do you think when you see or hear the words "historic preservation"?

- It's making sure old buildings and neighborhoods look nice (1)
- It's a part of community planning (2)
- It's part of creating sustainable and 'green' communities (3)
- It's something done by history museums (4)
- It means someone wants to say what I can do to my property (5)
- It's a hobby for senior citizens (6)
- Something else / I don't see my answer on this list. (7)
- Not sure / I haven't really thought about it (8)
- I don't know what historic preservation is (9)

**Arch.** Which of the following best describes your understanding of archaeology?

- Archaeology is the study of anything related to Native Americans (1)
- Archaeology is the study of past cultures (2)
- Archaeology is the study of artifacts that are found in the ground (3)
- I am not sure what archaeology is about (9)

**PASHPO.** Did you know that Pennsylvania has a state preservation agency, the Pennsylvania State Historic Preservation Office (PA SHPO)?

- Yes (1)
- I think so, but I'm not sure (2)
- No (3)

**T\_Dem.** These last questions are for classification purposes only.

**Veteran.** Are you a military veteran?

- Yes (1)
- No (2)
- Don't know / Not sure (9)

**VoterReg.** Are you currently registered to vote?

- Yes (1)
- No (2)
- Don't know / Not sure (9)

*If "Yes" to VoterReg, ask Pol\_Affil.*

**Pol\_Affil.** What is your current **registered** party affiliation?

- Republican (1)
- Democrat (2)
- Independent / No affiliation (3)
- Constitution (4)
- Green (5)
- Libertarian (6)
- Other (7)
- Don't know / Not sure (9)

**Pol\_View.** How would you best describe your political views?

- Very conservative (1)
- Somewhat conservative (2)
- Moderate (3)
- Somewhat liberal (4)
- Very liberal (5)
- Don't know / Not sure (9)

**Ethnicity.** Do you consider yourself to be Hispanic or Latino?

- Yes (1)
- No (2)
- Don't know / Not sure (9)

**Race.** Which of the following best describe your race? You can select all that apply.

- White (1)
- Black or African American (2)
- Asian (3)
- American Indian or Alaska Native (4)
- Native Hawaiian or Pacific Islander (5)
- Something else (6) \_\_\_\_\_
- Don't know / Not sure (9)

**HH\_Adult. Including yourself,** how many adults (18 or older) live in your household? If you live alone, please enter "1".

**HH\_Child.** How many children under the age of 18 live in your household, regardless of whether or not they are related to you? If no children live in your household, enter "0".

**Marital.** What is your marital status?

- Married (1)
- Living with partner (2)
- Widowed (3)
- Divorced (4)
- Separated (5)
- Single / Never married (6)
- Don't know / Not sure (9)

**Education.** What is the highest level of education you have completed?

- High school or less, **no** diploma or equivalent (GED) (1)
- High school diploma or equivalent (GED) (2)
- Some college (3)
- Two-year degree (Associate's) or technical degree (i.e., trade degree) (4)
- Four-year college graduate (5)
- Graduate work (6)
- Don't know / Not sure (9)

**Employment.** Are you currently...

- Employed full-time for wages (1)
- Employed part-time for wages (2)
- Self-employed (3)
- Out of work and looking for work (4)
- Out of work, but not currently looking for work (5)
- A homemaker (6)
- A student (7)
- Military (8)
- Retired (9)
- Disabled or unable to work (10)
- Don't know / Not sure (-99)

**SexualOrientation.** Do you think of yourself as...?

- Straight or heterosexual (1)
- Lesbian, gay, or homosexual (2)
- Bisexual (3)
- Something else not listed (4)
- Don't know / Not sure (9)
- Decline to answer (7)

*Ask if SexualOrientation = "Something else."*

**SO\_Other.** Which of the following best describe you? Please select all that apply.

- Asexual / Graysexual (1)
- Aromantic (2)
- Biromantic / Demiromantic / Panromantic (3)
- Demisexual (4)
- Fluid (5)
- Pansexual (6)
- Polysexual (7)
- Queer (8)
- Questioning / Curious (9)
- Something not listed, please specify: \_\_\_\_\_ (10)
- Don't know / Not sure (99)
- Decline to answer (77)



**Income.** What is your total annual household income, before taxes?

- Under \$10,000 (0)
- \$10,000 to \$14,999 (1)
- \$15,000 to \$19,999 (2)
- \$20,000 to \$24,999 (3)
- \$25,000 to \$29,999 (4)
- \$30,000 to \$34,999 (5)
- \$35,000 to \$39,999 (6)
- \$40,000 to \$44,999 (7)
- \$45,000 to \$49,999 (8)
- \$50,000 to \$59,999 (9)
- \$60,000 to \$74,999 (10)
- \$75,000 to \$99,999 (11)
- \$100,000 to \$124,999 (12)
- \$125,000 to \$149,999 (13)
- \$150,000 to \$199,999 (14)
- \$200,000 or more (15)
- Don't know / Not sure (99)

**End.** Thank you for your participation! Please click ">>" to submit your survey.